















**FLAT-TONE**  
 The new paint for beautiful walls, ceilings and trim. It's a new color, a new texture, a new way to paint. It's the only paint that gives you a flat, smooth finish. It's the only paint that's easy to apply. It's the only paint that's long-lasting. It's the only paint that's worth the money.

**SWP House Paint** 5.85  
**Porch and Floor Enamel** 1.85



**MAGNOLIA STATE SUPPLY CO.**

**FILL YOUR SHELVES**  
 With These Wonderful  
**FOOD VALUES**

**WILMER'S GROCERY & MARKET**  
 1210 N. EXCHANGE ST. TELEPHONE 9124



**CHERRY SURPRISE CAKE**  
 1 1/2 cups crushed pineapple  
 1/2 cup lemon juice  
 1/4 cup (about 10) maraschino cherries (chopped)  
 2 cups white cake layers  
 Sweetened whipped cream

Put the cherries in a small saucepan. Drain the juice from the pineapple and add slowly to the cherries, stirring until smooth. Add the lemon juice, cook slowly, stirring constantly, until thickened and cleared. Add the pineapple and maraschino cherries and cook five minutes. Cool. Spread the filling on a layer of the cake. Top with a second layer. Frost with sweetened whipped cream.

At long last comes something to aid one when using a telephone and wearing ear rings at the same time. A bow pin is now on the market having a ring on which an earring can be hung when taken off so that you will not have to hurry the earring into the hole of your ear while trying to hear.

Made of non-trimming white-finished metal, the gadget is handy for telephone girls, office workers, or anyone who does much telephoning.

I had completely forgotten "Father Divine" until I ran across an old issue of Life magazine in which his marriage was exploited. I dug around until I found this out about the self-styled "Father": seven black limousines (costing \$6,500) line up each Sunday in front of a converted mission in New York City. Father Divine and his staff have come to see his flock.

A sign on the mission reads: "Father Divine is Almighty God." Father Divine, with headquarters now in Philadelphia, in spite of some trouble with the law, has kept his followers flourishing more than thirty years. The former George Baker, a colored handyman who tended lawns, Father Divine began his business of religion back in the twenties by serving free banquets in a converted house at Sayville, Long Island.

Donations were accepted, and soon those who believed "Father Divine's" doctrines were turning over everything they had to him.

In 1931 he began his real climb to fame. He was sentenced to jail and fined for maintaining a public nuisance. Four days after his four-year sentence judge died of a heart attack. This was called a "miracle" and the story spread far and wide.

Some of the properties listed in his followers' names today include the 250-room Riviera Hotel in Newark, N. J., for which his followers paid \$550,000 in cash; the Lorraine Hotel, the Tracy Hotel, a converted YMCA, and the Divine Hotel, all in Philadelphia; the Brigantine Hotel and golf course in Atlantic City, and an estate opposite the Roosevelt property at Hyde Park, N. Y.

All sales are completed in cash by buyers with such names as Ruth Love, Eternal Light, Obedience Perfect. Nothing is listed in Father Divine's name. "I do not personally own anything," he says.

Abstract with current affairs, Father Divine has an ambassador to the United Nations, named Cheerful Determination, whose duty it is to watch over the United States by which Father Divine is "controlling the proceedings of the meeting."

Married five years ago to a 21-year-old blond Canadian, Father Divine is said to be nearly 80.

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## Which of These Amounts Does a Telephone Cost?

One of the figures shown above represents the average amount invested by Southern Bell in facilities for each telephone added in Mississippi during the past year.

If you guessed 481 dollars, you were right! Yes, telephone facilities cost a lot nowadays—more than twice as much as they cost just four years ago. Operating these facilities costs more, too—for wages, taxes, materials and other items are way up.

There you have some of the reasons why telephone rates had to be advanced—but the rates Mississippians pay for telephone service

have gone up far less than the price of corn, cotton and most other commodities in Mississippi. Telephone rates increased average less than half of price increases in general.

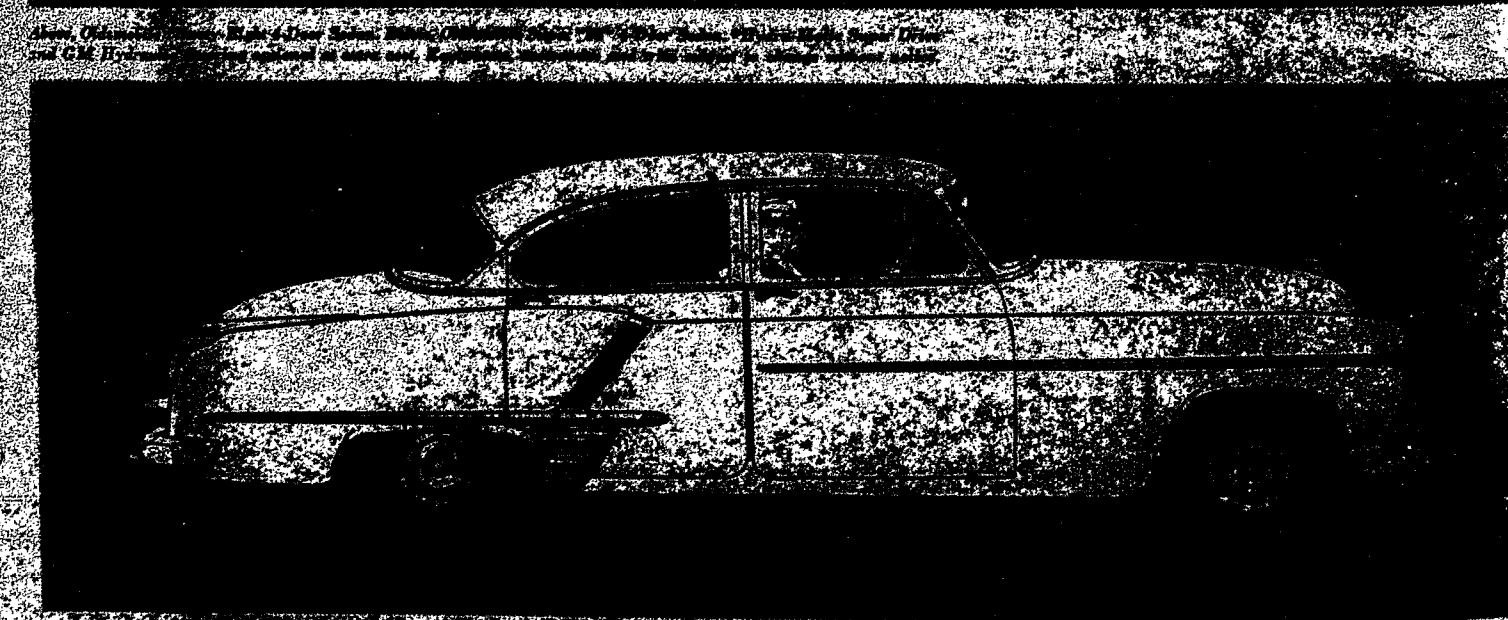
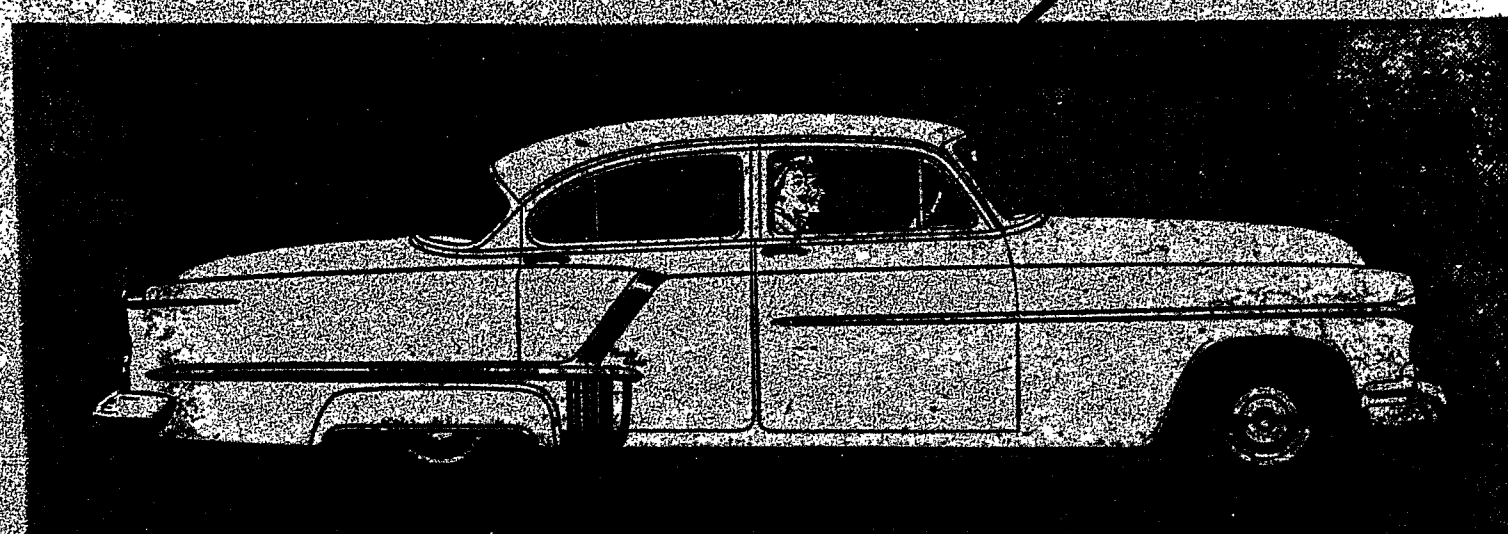
Here is more: 100 that the increased rates are in the interest of good telephone service for Mississippi. Rates that provide a basis for investment are necessary to attract new money to keep up the program of improvement and extension which already enables the average Mississippians to call more than twice as many local telephones today as he could call six years ago.

**W. E. Hume**  
 Mississippi Manager

the best possible service at the lowest possible cost

**SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY**

*Rocketing to New Heights!*  
**1952 OLDSMOBILES**  
 Now on Display



**THEATRE**  
**LOUIS, MISS.**

February 1

**THEY HAD TO HAVE**

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**Will Be CLOSED All Day  
WEDNESDAY, FEB. 6**

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WEDNESDAY, FEB. 6**

**Daughter Born Tuesday**  
Rev and Mrs. C. R. Johnson announce the birth of a daughter on Tuesday, January 29 at the Baptist Hospital in New Orleans. Their many friends offer their congratulations to Rev. and Mrs. Johnson.

ALL TYPES OF HARDWARE, COMPLETE LINE OF  
**VALSPAR PAINTS**  
SO COMPLETE LINE OF MILLWORK, SHES, DOORS

LARGE YIELDING	SPROUT
BANANA	1.

**SAVE \$10.00**

**VALENTINE SPECIALS**  
**LANE**  
**CEDAR CHESTS**

**WHILE THEY LAST!**

**Regular \$59.95 NOW —**

**Special Choice \$49.95**

Striking, class-lined modern design in lovely blond oak. Has automatic tray. Preserved wood for extra-long use like all Lane Chests. Same design available in walnut.

**AD ADVERTISED BY LIFE**